

# FY06 Annual Report

**Missouri Division of Tourism**

# THE TOURISM STORY

To lead Missouri in becoming one of America's most memorable tourist destinations.

Missouri's 74th General Assembly created the Missouri Tourism Commission in 1967. The Missouri Division of Tourism (MDT) is the administrative arm of the Commission and operates under its direction.

- The Tourism Commission consists of 10 members:
  - The lieutenant governor;
  - Two senators of different political parties, appointed by the president pro tem;
  - Two representatives of different parties, appointed by the speaker of the House;
  - Five governor appointees that may include, but are not limited to, persons engaged in tourism-oriented enterprises. No more than three are of the same political party.
- Commissioners who are appointed by the governor serve staggered, four-year terms.
- Commissioners receive no compensation for serving.
- The commission elects a chair who calls a minimum of four meetings each year.
- The MDT budget is contained within the Department of Economic Development's annual submittal to the governor and the General Assembly for their approval.
- The tourism commission employs a director qualified by education, experience in public administration, and background in the use of the news media and advertising mediums. The director employs a professional staff.
- The state's current tourism logo and slogan, "Where the rivers run," was created in 1997 to promote Missouri's river heritage.
- MDT's primary goal is to increase tourism expenditures in the state. This objective is achieved through outcome-based, research-supported and measured marketing programs.

## MISSOURI TOURISM COMMISSION

Lt. Governor Peter Kinder  
**Cape Girardeau, Chair**

Sen. Maida Coleman  
**St. Louis**

Lee Clear  
**St. Louis**

Jim Divincen  
**Osage Beach, Vice Chair**

Sen. Chuck Gross  
**St. Charles**

Sharon Garrett  
**Purdy**

Rep. Maynard Wallace  
**Thornfield**

Karen Graves  
**St. Joseph**

Rep. Gina Walsh  
**St. Louis**

Randy Wright  
**Columbia**

On behalf of the Missouri Tourism Commission, it is my privilege to present the Division of Tourism's Fiscal Year 2006 Annual Report. The format of this year's document is somewhat different than Annual Reports of recent years: We have combined much of the data traditionally contained in this report with information from the Division's Little Book into one handy publication. We hope that you find this new format useful in reviewing information about Missouri's thriving tourism industry and the efforts of the Division of Tourism.

While the Missouri Division of Tourism weathered a difficult budget year in FY06, we remained a national leader in tourism promotion with several noteworthy accomplishments:

- The state's investment in the Cooperative Marketing program increased by nearly \$26,000 from the previous year to \$3,007,381.
- State sales revenues from tourism spending totaled a record \$382.9 million.
- The number of Missourians employed in tourism industries increased to a record 289,193.

We applaud the contributions and accomplishments of the tourism industry. With the industry's partnership the results we have achieved are tremendous, and we look forward to the future with renewed energy and vision. That vision is the heart of our new Five-year Strategic Plan, an operations guide to our goal of increasing Missouri tourism's return on its tax dollar investment.

We appreciate the legislative support shown to the Missouri Tourism Commission, and look forward to continued success as we promote Missouri's heritage, culture, natural beauty and myriad attractions to a growing and increasingly diverse audience.

Sincerely,



Blaine Luetkemeyer  
Director



## Missouri's Five Marketing Regions



## BUDGET AND ECONOMIC IMPACT

Missouri's tourism funding formula is often recognized as a model for the nation. Other states, including Colorado, Iowa, Kansas, Maryland, Minnesota, Montana, Nebraska, North Carolina, Ohio, Rhode Island, Utah and Wisconsin have studied, adopted or are considering implementing funding plans patterned after Missouri's.

Conceived by industry members, the formula has allowed the Division of Tourism to fund itself from growth in tourism while eliminating the division's need for traditional General Revenue Fund appropriations. The performance-based formula has provided for the Missouri Division of Tourism budget to grow from \$6 million per year to \$17.8 million for FY06. (Actual funding for FY06 was \$14.2 million.)

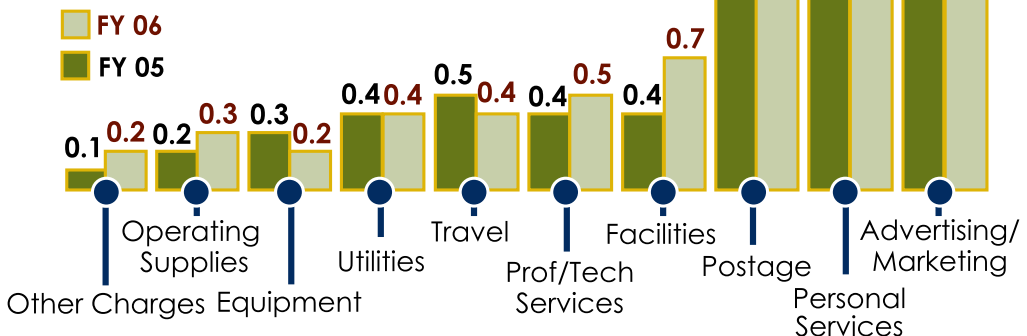
State Law RSMo 620.467, known as the Tourism Supplemental Revenue Fund (TSRF), works by identifying sales tax revenue generated by businesses that serve travelers. A percentage of the growth in sales tax revenue from businesses that fall within 17 tourism-related Standard Industry Classification (SIC) codes is used to determine the growth in the TSRF. The formula allows for 3 percent inflation each year. Once the 3 percent threshold is reached, one-half of the additional growth is used to

85.7  
82.6

10.5  
13.4

## Percentages of Budget Expenditures

Chart does not reflect the FY06 Governor's Reserves of \$426,957, or the film office budget of \$171,014.





## *The state sales tax collected from 17 tourism-related SIC codes totaled \$382.9 million in FY06.*

determine the increase in funding. The funding by the formula cannot grow by more than \$3 million in any one year.

In addition, a provision in the law required that the original FY94 General Revenue core be systematically eliminated by FY04. These reductions were accelerated such that the division was funded 100 percent through the TSRF in FY02, two years earlier than mandated.

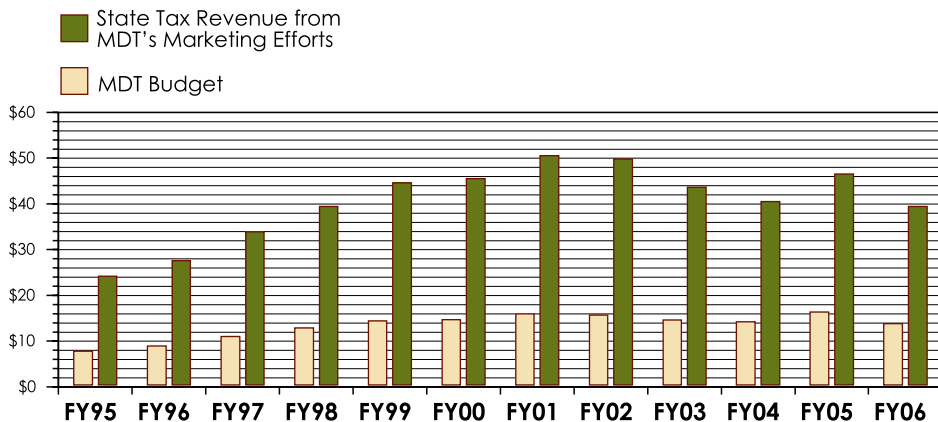
In 1998 and 2002, the General Assembly passed legislation to enhance the original state law. One outcome was to

extend the sunset clause of the TSRF to June 2010.

Increases in the TSRF appropriation allow for additional investment in tourism marketing and promotion. Through this performance-based budget, the division expanded its marketing message while offering a cooperative matching funds program to local tourism organizations. This places Missouri in a better position to raise awareness of travel within our state and compete with neighboring states for traveler expenditures.



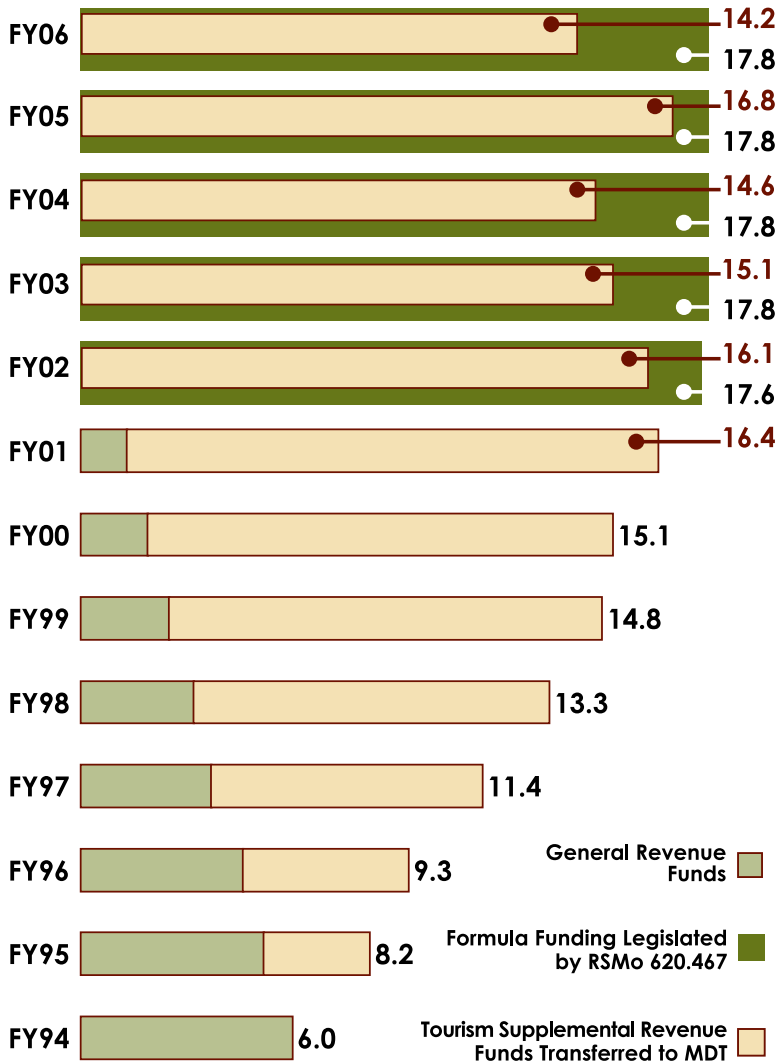
## **S**ate Tax Revenue Generated from MDT's Marketing Efforts in millions



*In FY06, Missouri's tourism industry generated a \$21.9 million increase in state sales tax revenues over FY05.*

## Tourism Budget Comparison

in millions



# TOURISM SPENDING, COUNTY REVENUES AND TOURISM-RELATED EMPLOYMENT



## Northwest Region

County	*FY06 Total Expenditures in 17 Tourism-related SIC Codes	**FY05 Local Property Taxes Lodging and Entertainment	***FY06 Tourism-related Employment
Andrew	\$18,152,065	\$114,689	192
Atchison	\$7,109,893	\$22,731	197
Buchanan	\$137,293,417	\$3,560,948	4,485
Caldwell	\$1,501,302	\$15,144	89
Carroll	\$5,267,753	\$28,644	178
Cass	\$82,116,772	\$746,219	2,412
Chariton	\$2,445,108	\$26,351	74
Clay	\$313,545,959	\$15,416,498	12,471
Clinton	\$10,215,284	\$39,640	383
Daviess	\$4,529,913	\$14,936	118
Dekalb	\$12,004,186	\$73,784	320
Gentry	\$1,998,867	\$10,569	105
Grundy	\$6,882,074	\$244,467	241
Harrison	\$9,913,291	\$80,984	327
Holt	\$5,730,183	\$290,375	136
Howard	\$4,302,893	\$42,615	283
Jackson	\$1,328,364,215	\$26,252,875	36,729
Lafayette	\$25,545,262	\$107,617	745
Linn	\$7,355,977	\$71,113	374
Livingston	\$15,281,164	\$213,162	537
Mercer	\$1,237,571	\$7,950	43
Nodaway	\$20,723,782	\$224,654	795
Platte	\$223,917,640	\$4,617,774	7,123
Putnam	\$837,304	\$11,854	31
Ray	\$9,401,613	\$76,235	396
Saline	\$16,518,166	\$194,809	848
Sullivan	\$3,116,637	\$26,787	48
Worth	\$799,126	\$0	21

### Northwest Region Totals:

..... \$2,276,107,417 ..... \$52,533,424 ..... 69,701

\*Source: Missouri Department of Revenue \*\*Source: Department of Economic Development – MERIC

\*\*\*Source: University of Missouri – Columbia

# TOURISM SPENDING, COUNTY REVENUES AND TOURISM-RELATED EMPLOYMENT



## Northeast Region

County	*FY06 Total Expenditures in 17 Tourism-related SIC Codes	**FY05 Local Property Taxes Lodging and Entertainment	***FY06 Tourism-related Employment
Adair .....	\$28,055,964 .....	\$365,087 .....	1,426
Audrain .....	\$16,791,836 .....	\$170,198 .....	512
Clark .....	\$1,778,780 .....	\$39,686 .....	82
Franklin .....	\$95,278,573 .....	\$1,401,540 .....	3,876
Gasconade .....	\$10,987,851 .....	\$322,728 .....	611
Jefferson .....	\$173,761,026 .....	\$1,264,948 .....	5,312
Knox .....	\$983,498 .....	\$4,077 .....	142
Lewis .....	\$2,555,303 .....	\$450,828 .....	386
Lincoln .....	\$29,785,150 .....	\$111,539 .....	1,195
Macon .....	\$14,877,792 .....	\$123,002 .....	449
Marion .....	\$36,295,290 .....	\$330,300 .....	1,451
Monroe .....	\$4,555,816 .....	\$104,110 .....	185
Montgomery .....	\$7,078,456 .....	\$72,983 .....	264
Pike .....	\$9,811,990 .....	\$195,745 .....	435
Ralls .....	\$5,379,104 .....	\$169,198 .....	174
Randolph .....	\$18,086,231 .....	\$210,124 .....	757
Schuyler .....	\$648,796 .....	\$12,549 .....	24
Scotland .....	\$2,028,718 .....	\$16,606 .....	58
Shelby .....	\$1,292,181 .....	\$27,842 .....	131
St. Charles .....	\$478,354,595 .....	\$10,995,684 .....	17,898
St. Louis .....	\$1,991,210,661 .....	\$45,508,482 .....	66,236
St. Louis City .....	\$896,568,639 .....	\$22,842,050 .....	24,542
Warren .....	\$23,537,043 .....	\$205,058 .....	663

### Northeast Region Totals:

..... **\$3,849,703,293** ..... **\$84,944,364** ..... **126,809**

\*Source: Missouri Department of Revenue \*\*Source: Department of Economic Development – MERIC

\*\*\*Source: University of Missouri – Columbia



# TOURISM SPENDING, COUNTY REVENUES AND TOURISM-RELATED EMPLOYMENT



## Central Region

County	*FY06 Total Expenditures in 17 Tourism-related SIC Codes	**FY05 Local Property Taxes Lodging and Entertainment	***FY06 Tourism-related Employment
Benton	\$13,663,385	\$132,428	421
Boone	\$276,546,919	\$3,233,027	9,217
Callaway	\$29,324,683	\$321,116	1,210
Camden	\$150,784,334	\$4,041,794	4,049
Cole	\$106,636,313	\$2,183,657	3,745
Cooper	\$15,046,730	\$1,961,229	1,221
Dallas	\$10,756,156	\$104,965	405
Henry	\$23,693,842	\$200,818	751
Hickory	\$3,005,138	\$66,942	93
Johnson	\$46,816,820	\$451,833	1,987
Laclede	\$36,859,791	\$610,384	1,173
Maries	\$3,263,368	\$0	104
Miller	\$30,872,533	\$604,368	909
Moniteau	\$6,202,875	\$17,590	264
Morgan	\$17,028,701	\$306,887	406
Osage	\$4,195,422	\$55,358	186
Pettis	\$51,528,708	\$345,771	1,811
Pulaski	\$50,438,167	\$654,385	2,369
St. Clair	\$4,055,954	\$17,686	117

### Central Region Totals:

..... \$880,719,839 ..... \$15,310,238 ..... 30,438



\*Source: Missouri Department of Revenue \*\*Source: Department of Economic Development – MERIC  
\*\*\*Source: University of Missouri – Columbia

# TOURISM SPENDING, COUNTY REVENUES AND TOURISM-RELATED EMPLOYMENT



## Southwest Region

County	*FY06 Total Expenditures in 17 Tourism-related SIC Codes	**FY05 Local Property Taxes Lodging and Entertainment	***FY06 Tourism-related Employment
Barry .....	\$31,544,375 .....	\$212,423 .....	1,031
Barton .....	\$8,851,144 .....	\$135,191 .....	518
Bates .....	\$17,124,236 .....	\$154,920 .....	267
Cedar .....	\$8,842,955 .....	\$61,224 .....	317
Christian .....	\$55,809,078 .....	\$268,819 .....	2,000
Dade .....	\$1,875,629 .....	\$52,481 .....	76
Douglas .....	\$5,829,198 .....	\$7,391 .....	180
Greene .....	\$465,004,124 .....	\$5,601,085 .....	16,164
Jasper .....	\$145,875,838 .....	\$980,376 .....	5,416
Lawrence .....	\$22,820,270 .....	\$50,845 .....	661
McDonald .....	\$6,773,998 .....	\$48,740 .....	255
Newton .....	\$72,344,326 .....	\$845,970 .....	1,371
Ozark .....	\$6,877,905 .....	\$260,339 .....	223
Polk .....	\$19,502,766 .....	\$158,081 .....	553
Stone .....	\$131,319,132 .....	\$3,941,914 .....	1,940
Taney .....	\$411,749,616 .....	\$7,399,855 .....	9,637
Vernon .....	\$13,044,402 .....	\$220,978 .....	570
Webster .....	\$21,059,769 .....	\$63,283 .....	615
Wright .....	\$9,368,769 .....	\$117,967 .....	306

### Southwest Region Totals:

..... \$1,455,617,530..... \$20,581,882 ..... 42,100

\*Source: Missouri Department of Revenue \*\*Source: Department of Economic Development – MERIC

\*\*\*Source: University of Missouri – Columbia

# TOURISM SPENDING, COUNTY REVENUES AND TOURISM-RELATED EMPLOYMENT



## Southeast Region

County	*FY06 Total Expenditures in 17 Tourism-related SIC Codes	**FY05 Local Property Taxes Lodging and Entertainment	***FY06 Tourism-related Employment
Bollinger	\$3,513,671	\$4,896	129
Butler	\$56,318,447	\$828,330	1,733
Cape Girardeau	\$126,460,099	\$1,287,314	4,324
Carter	\$5,892,479	\$92,742	252
Crawford	\$22,363,716	\$240,659	696
Dent	\$11,138,936	\$154,377	323
Dunklin	\$21,491,876	\$137,452	700
Howell	\$38,249,391	\$428,481	1,255
Iron	\$4,437,793	\$48,103	173
Madison	\$6,177,795	\$4,875	283
Mississippi	\$7,911,508	\$51,174	264
New Madrid	\$19,521,124	\$119,681	289
Oregon	\$6,367,335	\$27,222	135
Pemiscot	\$11,300,946	\$904,985	711
Perry	\$18,150,541	\$372,707	782
Phelps	\$54,206,364	\$1,407,445	1,994
Reynolds	\$3,730,706	\$133,518	98
Ripley	\$5,916,024	\$107,512	207
Scott	\$37,937,877	\$241,951	1,352
Shannon	\$4,542,343	\$114,372	204
St. Francois	\$68,274,379	\$635,150	2,210
Ste. Genevieve	\$11,982,419	\$103,645	448
Stoddard	\$24,007,214	\$256,429	708
Texas	\$14,162,162	\$58,798	389
Washington	\$8,998,006	\$313,525	296
Wayne	\$6,735,374	\$88,439	193

### Southeast Region Totals:

..... \$599,788,525 ..... \$8,163,782 ..... 20,148

### STATEWIDE TOTALS:

..... \$9,061,936,604 ..... \$181,533,692 ..... 289,193

\*Source: Missouri Department of Revenue \*\*Source: Department of Economic Development – MERIC

\*\*\*Source: University of Missouri – Columbia



## Marketing Budget by Program

46.8%

General Marketing  
Domestic

28.6%

Cooperative  
Marketing

7.2%

Welcome  
Centers

6.1%

Fulfillment

3.9%

Research

3.6%

Public Relations

2.2%

International

1.6%

Tour and Travel

# COMMUNICATIONS

## Strategy

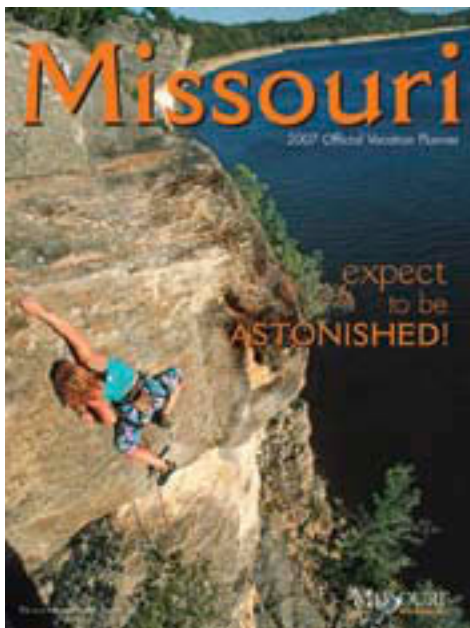
Enhance the Missouri Division of Tourism's marketing efforts to increase revenue from travelers' expenditures.

## Tactics

- Generate positive editorial coverage through feature news releases, press tours, media missions, trade shows and memberships in professional travel writers organizations.
- Produce informative publications, such as the *Official Missouri Vacation Planner*, Marketing Plan, newspaper insert, and Tourism's Little Book.
- Enhance content of **VisitMO.com** as a resource for residents, visitors and members of the media.
- Partner with other state agencies to extend resources.

## Results

- Generated editorial copy with an advertising equivalency totaling \$9,217,692.
- Recorded 2,120,822 Web site visits to **VisitMO.com**.
- Trade shows attended: PRSA Tour and Travel, Missouri Press Association and Midwest Travel Writers Association.
- Produced ***Official Missouri Vacation Planner***, Spring Newspaper Insert, Tourism's Little Book, Annual Report, Marketing Plan, and fulfilled advertorial opportunities.
- Enhanced Web site content.
- Added RSS capability to online News Bureau augmenting methods of reaching travel writers with Missouri tourism news.



- Registered 319 new users to online news bureau bringing total registration to 1,333.
- Conducted media sales mission to New York City and met with editors from the following publications: *Travel + Leisure Family*, *Bridal Guide*, *Arthur Frommer's Budget Travel*, *Outdoor Life*, *Life Magazine*, *The New York Times*, *American Heritage*, and *Town and Country Travel*.
- Hosted five individual travel journalists on customized press tours that provided them with opportunities to explore Missouri.
- Hosted nine travel writers on two group press tours: Missouri's Caves and, in partnership with the Wine and Grape Board, Uncork an Adventure.
- Upgraded the Web site platform, building a modular system that made

adding functionality more efficient and cost effective.

- Enhanced and expanded mapping on **VisitMO.com**
- Improved VisitMO search functionality and navigation.

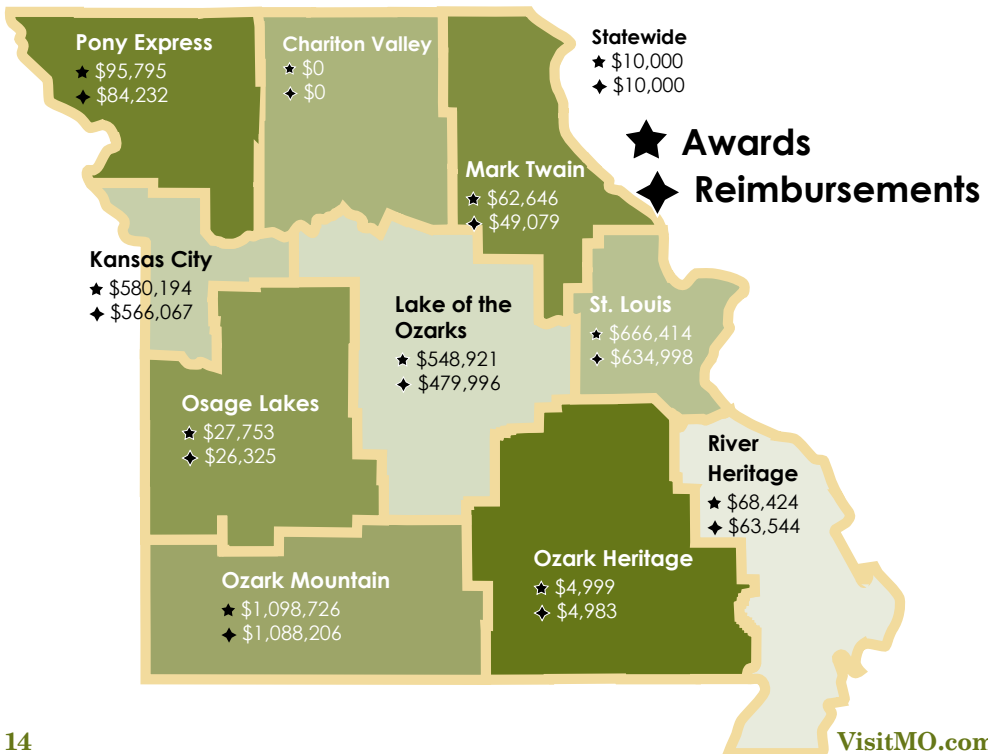
## COOPERATIVE MARKETING

For more than a decade the Division of Tourism has matched local nonprofit destination marketing organizations dollar for dollar for the implementation of approved tourism marketing projects. The Cooperative Marketing Program,

originally established for the FY95 fiscal year, continues to promote the development and implementation of superior tourism marketing initiatives. Approved projects are designed to attract overnight visitors to Missouri destinations with emphasis placed on out-of-state media advertising that aligns with MDT marketing strategies.

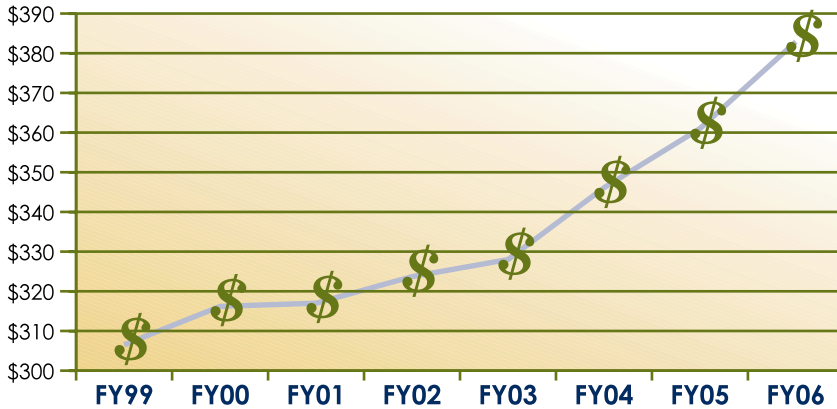
As a performance-based marketing program, this model of state and community partnerships strives for excellence through ongoing tracking and outcome measurement requirements that have been carefully built into the program. The division, with advice and direction from the Missouri Tourism Commis-

### Cooperative Marketing Awards and Reimbursements for FY06





## SIC Sales Tax Revenue in millions



sion and an active industry advisory committee, administers the Cooperative Marketing Program. This valuable partnership is just one more approach to lead Missouri in becoming one of America's most memorable tourist destinations.

## Performance-based Marketing

### Projects Incorporate:

- Goals, strategies, milestones and outcome measures
- Comprehensive project tracking and reporting
- In-depth end-of-project reporting

**Funding Categories** – The Missouri Division of Tourism has funding available in the following marketing areas:

**Leisure Travel Marketing** – Tourism marketing efforts that target the leisure traveler

- **Statewide Marketing** (up to \$10,000) - Various activities for statewide tourism marketing organizations

- **Brochure Development and Printing** (up to \$2,500) - Simplified process for the development of tourism collateral materials
- **Small Project Marketing** (up to \$10,000) - Simplified category for small projects and a variety of tourism marketing activities
- **Leisure Travel Marketing** (\$10,000 to \$50,000) - Various tourism marketing activities
- **Destination Advertising** (\$50,000 to \$400,000) - Media advertising restricted to ad placement in approved media and markets

**Convention Marketing** (up to \$60,000) - Various marketing activities to attract meetings, conventions, and sporting events new to Missouri

**Tourism Research** (up to \$5,000)

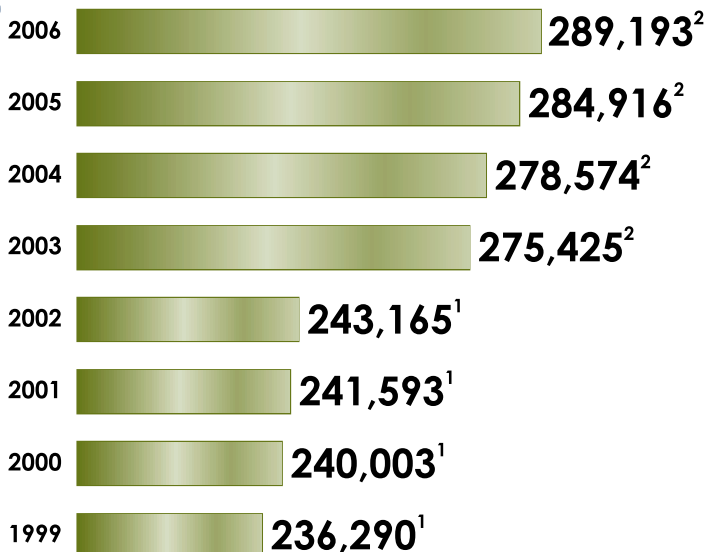
- Research to assist destinations in making well-informed tourism marketing decisions and/or measur-

*Travel is a \$13 billion industry for the Show-Me State.*

*The number of Missourians employed in tourism-related industries increased by 4,277 from FY05 to FY06.*



## **S**tatewide Tourism Employment



<sup>1</sup> Source: Missouri Employment Security reported by SIC codes.

<sup>2</sup> Source: University of Missouri – Columbia

ing the outcomes of their tourism marketing activities

### Strategies

- Extend MDT marketing resources through qualified partnerships.
- Support local performance-driven marketing strategies to increase tourism.
- Provide incentive and opportunity for marketing growth and improvement.
- Enhance partnerships between the industry and MDT.

### Tactics

- Modify evaluation criteria to facilitate targeted funding.
- Implement a comprehensive project tracking and reporting process.
- Monitor project goals, strategies, milestones and outcomes.
- Encourage media advertising.
- Analyze and compile in-depth end-of-project summary reports.

### Results

State Dollars Expended	\$3,007,381
Local Matching Dollars	\$4,285,649
Total Project Cost (state, local expenditures)	\$7,293,030
Media Expenditures	\$5,548,288
Total Circulation/Gross Impressions	2,430,083,989
Inquiries Reported*	457,659
Cost to State Per Inquiry*	\$6.57
TV Ads Placed	15,077
Radio Ads Placed	6,903
Newspaper Ads Placed	427

Magazine Ads Placed	536
Billboards Leased	25
Videos Distributed	269
Brochures Distributed	588,532
Trade Shows Attended	59
Familiarization Tours Hosted	26
Web Sites Developed/Updated	1
Other Marketing Activities	244
Number of Contracts	47

*\*Does not include Web inquiries*

## CULTURAL TOURISM

### Strategy

Promote Missouri's cultural attractions to prospective travelers.

### Tactics

- Develop public relations initiatives.
- Enhance Web site content.
- Place culturally focused advertising.
- Increase outreach through involvement with community groups.
- Promote agritourism, such as corn mazes, U-pick farms and the Wine and Grape Board.

### Results

- Wrote and distributed news releases addressing cultural tourism topics – history, heritage and arts.
- Enhanced cultural content on MDT's Web site.
- Promoted cultural aspects of the state through advertising.
- Positioned Missouri as Where the Civil War Began<sup>SM</sup> including launch of [WheretheCivilWarBegan.com](http://WheretheCivilWarBegan.com)

## Domestic Marketing Investment by Medium

Radio  
10.98%

Television  
33.71%

Magazine  
31.96%

Newspaper  
13.93%

Online 9.42%

- Continued partnership with Civil War Heritage Foundation.
- Continued partnership with Missouri Wine and Grape Board to promote wine country.
- Conducted wine country press tour for minority media.
- Conducted Forgotten Missouri press trip.
- Inserted Where the Civil War Began 16-page brochure in *Missouri Life* and *Civil War Courier*.

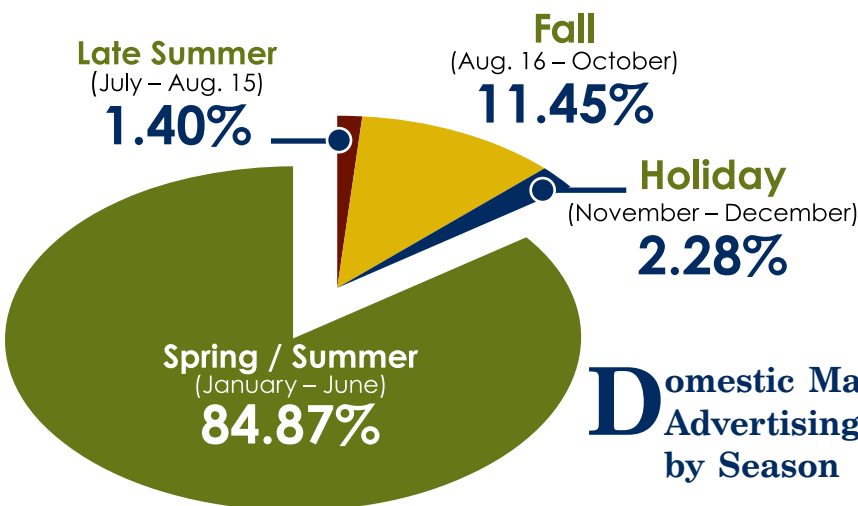
## DOMESTIC MARKETING

### Strategy

Increase tourism spending in Missouri by promoting the state as a desirable travel destination to the general domestic market.

### Tactics

- Use a balanced mix of image and awareness-building media – television, magazines, newspapers, radio and select online placements.
- Reinforce positive brand awareness.



## Domestic Marketing Advertising Budget by Season

*Each \$1 in the CY06 advertising budget generated \$110 in expenditures. Advertising in CY06 generated \$759 million in overall expenditures.\**

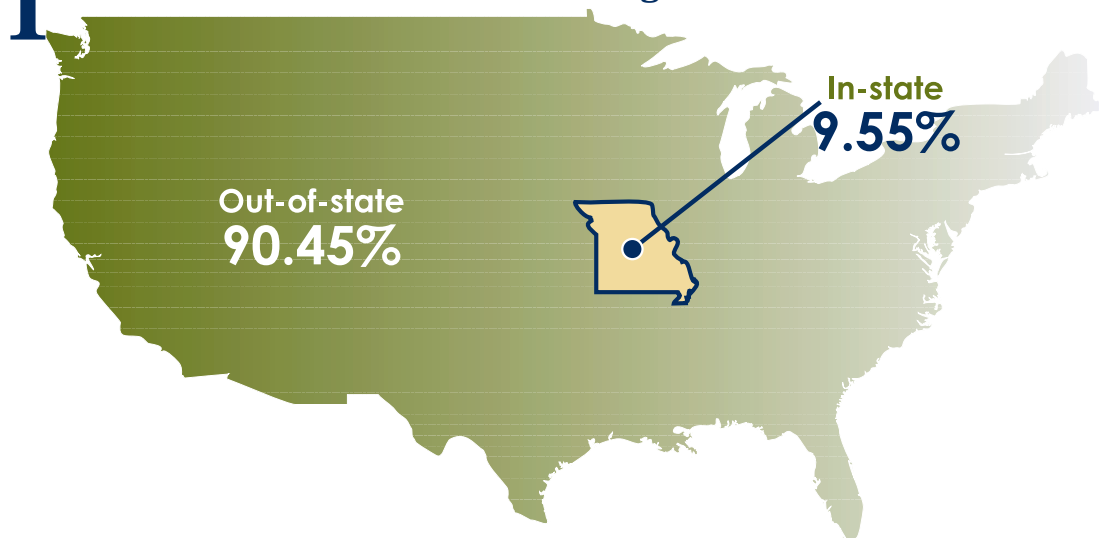
- Drive potential visitors to the Web site for information.
- Time campaigns to promote fall, holiday and spring/summer travel.
- Target consumers' desire to stay closer to home, combining shorter, more frequent getaways with traditional one- or two-week vacations.
- Emphasize Missouri's unique appeal to a wide variety of leisure travelers.
- Include promotions in media campaigns, extending advertising budgets via partnerships.
- Aim direct marketing efforts at best tourism customers, relaying targeted one-to-one-based messages.
- Represent Missouri at national and regional sports and outdoor shows.

### Results

- Famous Missourians Promotion generated 15,498 entries.
- Spring VisitMO campaign generated 28,053 entries.
- Summer VisitMO campaign generated 23,249 entries.
- The division's \$5,872,192 in domestic advertising efforts accounted for 788,000 visitors to Missouri.
- Each \$1 in the CY06 advertising budget generated \$110 in expenditures.\*
- Advertising in CY06 generated \$759 million in overall expenditures.\*
- \$52.37 is the return on investment (ROI) for MDT's total CY06 budget.\*

*\*Source: SMARI Inc.*

## In-state and Out-of-state Advertising Investment



# INTERNATIONAL MARKETING

## Strategies

- Increase awareness of Missouri as an international destination.
- Increase United Kingdom and Canadian visitor volume and the length of time they stay in Missouri.

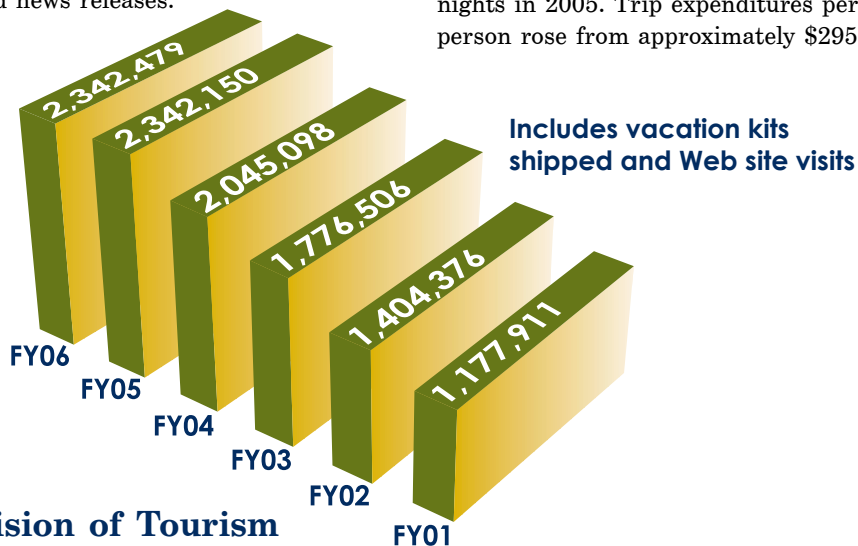
## Tactics

- Increase breadth and volume of Canadian group product.
- Work with private contractor for United Kingdom and Canada and in-country U.K. marketing firm.
- Create and place advertising in researched media within the United Kingdom and Canada.
- Promote Missouri as the “Real America” to tour operators, media and consumers.
- Regularly update and distribute press kits and news releases.

- Represent Missouri at consumer and travel trade shows.
- Create and distribute newsletter to U.K. travel trade and select consumers.
- Fulfill requests for information.
- Attract, host international journalists and tour operators for FAM tours.
- Partner with airlines and tour operators on cooperative projects to maximize available resources.
- Provide sales mission opportunities to Missouri industry partners.
- Promote group tour page on MDT Web site through these URLs: [www.VisitMO.ca](http://www.VisitMO.ca), [www.GoMissouri.co.uk](http://www.GoMissouri.co.uk) and [VisitMO.co.uk](http://VisitMO.co.uk).
- Create new and themed itineraries.
- Create and distribute press releases written to entice international visitors.

## Results

- Increased Canadian visitor length of stay from 2.87 nights in 2004 to 4.64 nights in 2005. Trip expenditures per person rose from approximately \$295



**D**ivision of Tourism  
Advertising Responses



*For every \$1 the state of Missouri spends on marketing tourism, \$52.37 is returned in tourism expenditures.*

in 2004 to \$376 in 2006.

*Source: Statistics Canada*

- Generated 3,332 Web site visits to [www.GoMissouri.co.uk](http://www.GoMissouri.co.uk) and [www.VisitMO.co.uk](http://www.VisitMO.co.uk).
- Included [www.VisitMO.ca/group](http://www.VisitMO.ca/group) tour tag line on advertisements in Canadian trade publications to encourage tour operators to utilize online group tour services. Generated 4,038 Web site visits from Canada.
- Conducted the Missouri Tour Operator Breakfast during the Ontario Motor Coach Association Convention in Toronto. The event was attended by 75 tour operators.
- Conducted the summer U.K. sales mission, which included sales calls and media appearances.
- Participated in World Travel Market (U.K.) and TIA International Pow Wow, two of the largest international trade shows in the world.
- Hosted trade and media familiarization trips for both Canadian and United Kingdom markets.
- Generated \$537,477 in public relations evaluations within the United Kingdom. Figure based on a multiplier of three.
- Generated \$288,572 in Canadian public relations evaluations with an investment of less than \$10,000.
- Created and launched Travel Uni, a Web-based training program for British travel agents. At the close of FY05, 4,600 agents had registered for the

program with 12,883 being registered at the close of FY06.

- Engaged in co-op marketing programs with three Canadian tour operators including an on-air and Web site Canadian radio promotion with Hanover Holidays creating 2,013,800 impressions.

## TOUR AND TRAVEL

### Strategy

Promote Missouri as a memorable destination for group travelers.

### Tactics

- Use trade shows and promotions to reach target markets; primarily the affinity market (military groups, student/youth, bank clubs, group leaders) and secondarily, tour operators.
- Create geographical and thematic itineraries, events calendars and editorial profiles for travel-trade publications.
- Customize current ad campaign to fit group travel-trade publications.
- Place group tour information online at [www.VisitMO.com/grouptour](http://www.VisitMO.com/grouptour).

### Results

- Conducted press visits for domestic group media, including *Bank Travel Management*, *Group Travel Leader* and *Courier* magazine.
- Worked with *Bank Travel Management* magazine to create a Missouri Bank Travel Tour Planner distributed to a readership of 4,100.
- Hosted Missouri dinner during the Student Youth Travel Association (SYTA) Summit in Branson. Dinner

*Missouri Division of Tourism efforts accounted for a \$5.53 billion economic impact during the past six years.*

was attended by tour operators specializing in youth group travel.

- Placed advertisements in *Bank Travel Management*, *Group Travel Leader*, *Show Me Missouri*, *Group Travel Magazine*, *Leisure Group Travel* and *Courier* magazines.
- Generated 239 tour operator leads and compiled and distributed 270 buyer profiles for use by the Missouri tourism industry.
- Continued participation with Travel Alliance Partners (TAP), a destination marketing partnership. The TAP Into Southern Treasures program featured four Missouri itineraries being sold via 18 tour operators.

Attended the following trade shows:

International Motor Coach Group	Tour operators
Missouri Showcase	Tour operators, group leaders
Student Youth Travel Association (SYTA)	Tour operators (student market)
National Tour Association	Tour operators
Military Reunion Network	Military planners
SYTA Summit	Tour operators (student market)
American Bus Association	Tour operators
Bank Travel Conference	Bank club planners
TAP (Travel Alliance Partners) Dance	Tour operators

## WELCOME CENTERS

In cooperation with the Missouri Department of Transportation, the Division of Tourism operates six Welcome Centers located in rest areas along the interstate highway system at key entry points around the Missouri border: Hannibal, Joplin, Kansas City, New Madrid, Rock Port and St. Louis.

These centers distribute information about events to attend and attractions to visit throughout Missouri. Thousands of brochures are available to guide visitors as they pursue their Missouri vacations.

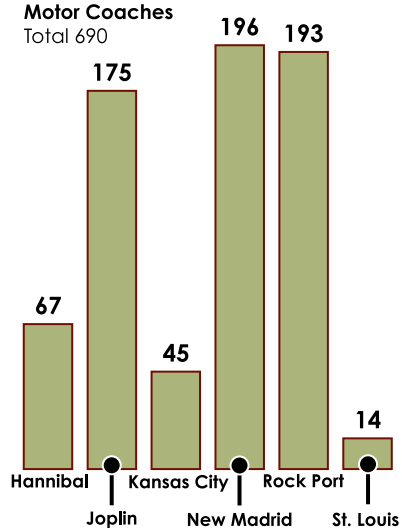
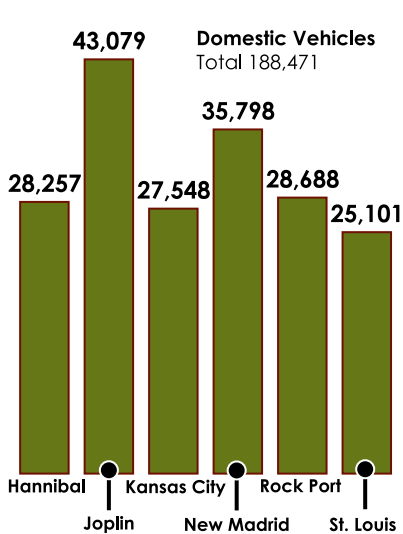
In addition to distributing information, the Welcome Centers help the Division collect data; tracking visitation by season, geographic origin and modes of transportation.

## RESEARCH

Research provides a road map to help MDT make more informed marketing decisions and monitor the success of the division's strategies:

- Advertising/Public Relations Effectiveness Report
- Economic Impact Report
- Database Analysis and Reporting
- Destination Awareness Audit
- Market Segmentation Study
- Web Site Studies
- Lodging Statistical Analysis
- National Traveler Activities and Expenditures Data

# Welcome Centers FY06 Visitor Counts

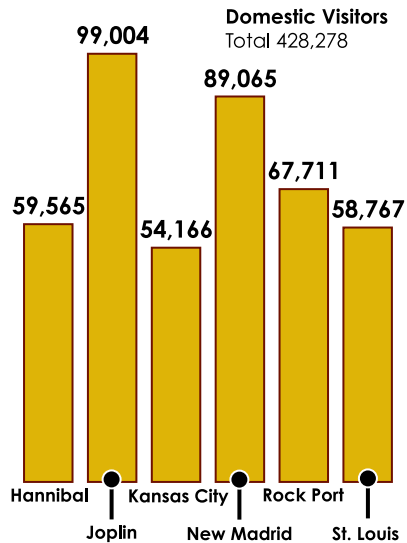


## Total Visitors 458,888

includes domestic, international  
and motor coach visitors

## Total Vehicles 191,426

includes domestic, international  
and motor coaches



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